

ORDER



Orders
Order / Rev: 1599142
Alt Order #: 08413272
Product Desc: MIA MCLEOD, SC SD22
Estimate: 4594
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 10/12/16 / 10/12/16
Order Type: Political

WIS-TV

Primary AE: Ryan Gordon
Sales Office: H-DC
Sales Region: National

Agency
Name: Canal Partners Media
Buying Contact:
Billing Contact:
 25 Whitlock Place SW, Suite 201
 Marietta, GA 30064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Mcleod, Mia/D/SC Senate
Demographic: A35+
Product Codes: PL610
Priority: P 1
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16 | 10/17/16 | 51 | \$10,755.00 | \$9,141.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|-------------------|-------------|
| October 2016 | 51 | \$10,755.00 | \$9,141.75 | 0.00 |
| Totals | 51 | \$10,755.00 | \$9,141.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Ryan Gordon | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WIS-TV | 40% | \$10,755.00 |
| Market | 100% | \$26,887.50 |

Competitive Share

| | Share | Total |
|------|-------|------------|
| EIS | 0% | \$0.00 |
| WACH | 11% | \$2,957.62 |
| WBHQ | 0% | \$0.00 |
| WLTX | 30% | \$8,066.25 |
| WOLO | 19% | \$5,108.62 |
| WRJA | 0% | \$0.00 |
| WRLK | 0% | \$0.00 |
| WZRB | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-------|----------|----------|-------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| 1 | WISTV | 10/14/16 | 10/14/16 | NET Friday Hour 3 | Comm | 10-11PM | ----1-- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| Dateline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 ----1-- 1 \$350.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WISTV 10/10/16-10/16/16 NET Friday Hour 3 10-11PM -----F---- :30 (\$350.00) 0.00 NM See MG 1.2 2 WISTV 10/14/16-10/14/16 NET Friday Prime Other 1 9-11pm -----F---- :30 \$350.00 0.00 NM MG for 1.1 10/14 | | | | | | | | | | | | | | | |
| 2 | WISTV | 10/14/16 | 10/14/16 | | Comm | 12-1230PM | ----1-- | :30 | 1 | \$125.00 | P 6 | 0.00 | NM | 1 | \$125.00 |

Order / Rev: 1599142
 Alt Order #: 08413272
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Mcleod, Mia/D/SC Senate
 Product Desc: MIA MCLEOD, SC SD22
 Estimate: 4594

WIS-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------|-------|-------------------|-----------------|-------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|-------|----------|
| LOC Noon News Noon News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$125.00 | | 0.00 | | | | | | |
| 3 | WISTV | 10/14/16 | 10/14/16 | SYN EF 430-5P M-F | Comm | 430-5pm | ----1-- | :30 | 1 | \$75.00 | P 6 | 0.00 | NM | 1 | \$75.00 |
| SYN Millionaire | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$75.00 | | 0.00 | | | | | | |
| 4 | WISTV | 10/14/16 | 10/14/16 | LOC WIS Sunrise @ 5am | Comm | 5-530am | ----1-- | :30 | 1 | \$85.00 | P 6 | 0.00 | NM | 1 | \$85.00 |
| WIS Sunrise @ 5am | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$85.00 | | 0.00 | | | | | | |
| 5 | WISTV | 10/14/16 | 10/14/16 | LOC Live @ Five | Comm | Live @ Five | ----1-- | :30 | 1 | \$200.00 | P 6 | 0.00 | NM | 1 | \$200.00 |
| Live @ Five | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$200.00 | | 0.00 | | | | | | |
| 6 | WISTV | 10/14/16 | 10/14/16 | LOC News @ Six | Comm | 6-630PM | ----1-- | :30 | 1 | \$500.00 | P 6 | 0.00 | NM | 1 | \$500.00 |
| News @ Six | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$500.00 | | 0.00 | | | | | | |
| 7 | WISTV | 10/14/16 | 10/14/16 | LOC WIS News Sunrise | Comm | 6-7AM | ----1-- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| WIS News Sunrise | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$350.00 | | 0.00 | | | | | | |
| 8 | WISTV | 10/14/16 | 10/14/16 | NET NBC Today Show 2 | Comm | 9-10A | ----1-- | :30 | 1 | \$200.00 | P 1 | 0.00 | NM | 1 | \$200.00 |
| NBC Today Show 2 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | 1 | | \$200.00 | | 0.00 | | | | | | |
| 9 | WISTV | 10/17/16 | 10/17/16 | NET Monday Hour 3 | Comm | 10-11PM | 1----- | :30 | 1 | \$500.00 | P 6 | 0.00 | NM | 1 | \$500.00 |
| Timeless | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$500.00 | | 0.00 | | | | | | |
| 10 | WISTV | 10/17/16 | 10/17/16 | NET The Tonight Show | Comm | 1135-1235xM | 1----- | :30 | 1 | \$150.00 | P 6 | 0.00 | NM | 1 | \$150.00 |
| Tonight Show | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$150.00 | | 0.00 | | | | | | |
| 11 | WISTV | 10/17/16 | 10/17/16 | LOC Noon News | Comm | 12-1230PM | 1----- | :30 | 1 | \$125.00 | P 6 | 0.00 | NM | 1 | \$125.00 |
| Noon News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$125.00 | | 0.00 | | | | | | |
| 12 | WISTV | 10/17/16 | 10/17/16 | SYN EF 430-5P M-F | Comm | 430-5pm | 1----- | :30 | 1 | \$75.00 | P 6 | 0.00 | NM | 1 | \$75.00 |
| SYN Millionaire | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$75.00 | | 0.00 | | | | | | |
| 13 | WISTV | 10/17/16 | 10/17/16 | LOC Live @ Five | Comm | Live @ Five | 1----- | :30 | 1 | \$200.00 | P 6 | 0.00 | NM | 1 | \$200.00 |
| Live @ Five | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$200.00 | | 0.00 | | | | | | |
| 14 | WISTV | 10/17/16 | 10/17/16 | LOC WIS Sunrise @ 530am | Comm | 530-6am | 1----- | :30 | 1 | \$200.00 | P 1 | 0.00 | NM | 1 | \$200.00 |
| WIS Sunrise @ 530am | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$200.00 | | 0.00 | | | | | | |
| 15 | WISTV | 10/17/16 | 10/17/16 | LOC Live @ 530p | Comm | LIVE @ 530p | 1----- | :30 | 1 | \$200.00 | P 6 | 0.00 | NM | 1 | \$200.00 |
| LIVE @ 530p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | 1 | | \$200.00 | | 0.00 | | | | | | |
| 16 | WISTV | 10/17/16 | 10/17/16 | LOC 7:00 Report | Comm | 7-730PM | 1----- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| 7:00 Report | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

Order / Rev: 1599142
 Alt Order #: 08413272
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Mcleod, Mia/D/SC Senate
 Product Desc: MIA MCLEOD, SC SD22
 Estimate: 4594

WIS-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|---------------------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------------|-------------|-----|---------------|-------------|-------|----------|
| 16 | WISTV | 10/17/16 | 10/17/16 | LOC 7:00 Report 7:00 Report | Comm | 7-730PM | 1----- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | | 1 | | | \$350.00 | | | 0.00 | | | |
| 17 | WISTV | 10/17/16 | 10/17/16 | NET NBC Today Show NBC Today Show | Comm | 7-9AM | 1----- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | 1----- | | 1 | | | \$350.00 | | | 0.00 | | | |
| 18 | WISTV | 10/15/16 | 10/15/16 | LOC 11:00 PM News 11:00 PM News | Comm | 11-1135PM | -----1- | :30 | 1 | \$300.00 | P 6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | 1 | | | \$300.00 | | | 0.00 | | | |
| 19 | WISTV | 10/15/16 | 10/15/16 | NET Saturday Night Live Saturday Night Live | Comm | 1130-1xm | -----1- | :30 | 1 | \$150.00 | P 6 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | 1 | | | \$150.00 | | | 0.00 | | | |
| 20 | WISTV | 10/15/16 | 10/15/16 | LOC News @ Six (Sat) News @ Six (Saturday) | Comm | 6-630PM | 630-7p-----1- | :30 | 1 | \$125.00 | P 6 | 0.00 | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | 1 | | | \$125.00 | | | 0.00 | | | |
| 21 | WISTV | 10/15/16 | 10/15/16 | LOC WIS News Sat Mor WIS News Saturday Morning | Comm | 9-10AM | -----1- | :30 | 1 | \$100.00 | P 6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | 1 | | | \$100.00 | | | 0.00 | | | |
| N22 | WISTV | 10/16/16 | 10/16/16 | RI Fix It & Finish It RI Fix It & Finish It | Comm | 1130-12xm | -----1 | :30 | 1 | \$10.00 | P 6 | 0.00 | NM | 1 | \$10.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | 1 | | | \$10.00 | | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WISTV | 10/10/16-10/16/16 | | RI Fix It & Finish It | | 1130-12xm | -----Su | :30 | | (\$10.00) | | 0.00 | NM | | |
| | | See MG 22.2 [PROGRAM CHANGE] | | | | | | | | | | | | | |
| 2 | WISTV | 10/16/16-10/16/16 | | RI Right This Minute | | 12-1230xm | -----Su | :30 | | \$10.00 | | 0.00 | NM | | |
| | | Ⓜ MG for 22.1 10/16 | | | | | | | | | | | | | |
| 23 | WISTV | 10/16/16 | 10/16/16 | LOC News @ Six (Sund News @ Six (Sunday) | Comm | 6-630pm | 630p-7p-----1 | :30 | 1 | \$250.00 | P 1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | 1 | | | \$250.00 | | | 0.00 | | | |
| 24 | WISTV | 10/16/16 | 10/16/16 | NET NBC Sunday Today NBC Sunday Today Show | Comm | 8-9AM | -----1 | :30 | 1 | \$150.00 | P 6 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | 1 | | | \$150.00 | | | 0.00 | | | |
| 25 | WISTV | 10/13/16 | 10/13/16 | NET Days of Our Lives Days of Our Lives | Comm | 1-2PM | ---1--- | :30 | 1 | \$100.00 | P 6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---1--- | | 1 | | | \$100.00 | | | 0.00 | | | |
| 26 | WISTV | 10/13/16 | 10/13/16 | NET NBC Today Show NBC Today Show 3 | Comm | 10-11am | ---1--- | :30 | 1 | \$75.00 | P 6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---1--- | | 1 | | | \$75.00 | | | 0.00 | | | |
| 27 | WISTV | 10/13/16 | 10/13/16 | LOC 11:00 PM News 11:00 PM News | Comm | 11-1135PM | ---1--- | :30 | 1 | \$300.00 | P 6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---1--- | | 1 | | | \$300.00 | | | 0.00 | | | |
| 28 | WISTV | 10/13/16 | 10/13/16 | LOC Live @ 4PM Live @ 4PM | Comm | 4-430pm | ---1--- | :30 | 1 | \$50.00 | P 6 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---1--- | | 1 | | | \$50.00 | | | 0.00 | | | |
| 29 | WISTV | 10/13/16 | 10/13/16 | | Comm | 5-530am | ---1--- | :30 | 1 | \$85.00 | P 6 | 0.00 | NM | 1 | \$85.00 |

Order / Rev: 1599142
 Alt Order #: 08413272
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Mcleod, Mia/D/SC Senate
 Product Desc: MIA MCLEOD, SC SD22
 Estimate: 4594

WIS-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| LOC WIS Sunrise @ 5am WIS Sunrise @ 5am | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | ---1--- | | | | | 1 | \$85.00 | | 0.00 | | | |
| 30 | WISTV | 10/13/16 | 10/13/16 | LOC Live @ 530p LIVE @ 530p | Comm | LIVE @ 530p | ---1--- | :30 | 1 | \$200.00 | P 6 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | ---1--- | | | | | 1 | \$200.00 | | 0.00 | | | |
| 31 | WISTV | 10/13/16 | 10/13/16 | LOC 7:00 Report 7:00 Report | Comm | 7-730PM | ---1--- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | ---1--- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 32 | WISTV | 10/13/16 | 10/13/16 | NET NBC Today Show NBC Today Show | Comm | 7-9AM | ---1--- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | ---1--- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 33 | WISTV | 10/13/16 | 10/13/16 | NET Thursday Hour 2 Chicago Med | Comm | 9-10PM | ---1--- | :30 | 1 | \$400.00 | P 6 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | ---1--- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 34 | WISTV | 10/11/16 | 10/11/16 | NET Days of Our Lives Days of Our Lives | Comm | 1-2PM | -1----- | :30 | 1 | \$100.00 | P 6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| 35 | WISTV | 10/11/16 | 10/11/16 | NET NBC Today Show NBC Today Show 3 | Comm | 10-11am | -1----- | :30 | 1 | \$75.00 | P 6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$75.00 | | 0.00 | | | |
| 36 | WISTV | 10/11/16 | 10/11/16 | NET Tuesday Hour 3 Chicago Fire | Comm | 10-11PM | -1----- | :30 | 1 | \$500.00 | P 1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| 37 | WISTV | 10/11/16 | 10/11/16 | NET The Tonight Show Tonight Show | Comm | 1135-1235xM | -1----- | :30 | 1 | \$150.00 | P 6 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$150.00 | | 0.00 | | | |
| 38 | WISTV | 10/11/16 | 10/11/16 | LOC Live @ 4PM Live @ 4PM | Comm | 4-430pm | -1----- | :30 | 1 | \$50.00 | P 6 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$50.00 | | 0.00 | | | |
| 39 | WISTV | 10/11/16 | 10/11/16 | LOC WIS Sunrise @ 5am WIS Sunrise @ 5am | Comm | 5-530am | -1----- | :30 | 1 | \$85.00 | P 6 | 0.00 | NM | 1 | \$85.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$85.00 | | 0.00 | | | |
| 40 | WISTV | 10/11/16 | 10/11/16 | LOC Live @ 530p LIVE @ 530p | Comm | LIVE @ 530p | -1----- | :30 | 1 | \$200.00 | P 6 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| 41 | WISTV | 10/11/16 | 10/11/16 | LOC WIS News Sunrise WIS News Sunrise | Comm | 6-7AM | -1----- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 42 | WISTV | 10/11/16 | 10/11/16 | NET NBC Today Show NBC Today Show | Comm | 7-9AM | -1----- | :30 | 1 | \$350.00 | P 6 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/10/16 | | 10/10/16 | 10/16/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 43 | WISTV | 10/12/16 | 10/12/16 | LOC 11:00 PM News 11:00 PM News | Comm | 11-1135PM | --1---- | :30 | 1 | \$300.00 | P 6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

